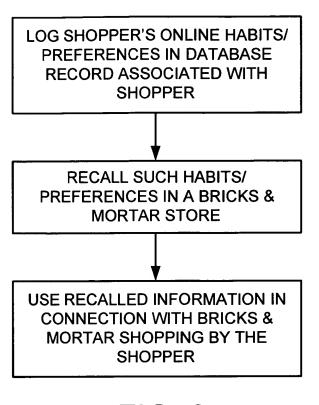


SENSE INDICIA FROM ITEMS IN BRICKS AND MORTAR STORE (e.g., in aisle, by RFID, and/or without purchasing) COMPILE LIST; STORE IN DATA STRUCTURE ASSOCIATED WITH **USER** RECALL LIST TO PRESENT **CUSTOMIZED SELECTION OF** ITEMS IN AN ON-LINE SHOPPING ENVIRONMENT (which may be by a vendor unrelated to bricks & mortar vendor) RECEIVE USER INPUT **IDENTIFYING ITEMS FROM CUSTOMIZED SELECTION OF ITEMS** 

IN ONLINE SESSION WITH A VENDOR, IDENTIFY USER BY **LOGIN ID** RECALL LIST OF PRODUCTS ASSOCIATED WITH USER (which may not have been previously purchased from that vendor), AND PRESENT FOR SELECTION RECEIVE USER SELECTIONS OF PRODUCTS TO BE PURCHASED RECEIVE INDICATION THAT USER IS FINISHED SELECTING **PRODUCTS** QUERY USER ABOUT POSSIBLE PURCHASE OF AN ITEM NOT SELECTED BY USER BUT ON RECALLED LIST (e.g., a cookie or dessert item, possibly based on passage of interval of time without user selecting such item, or only if total price of selected items meets a criterion, or only if omission of said item is not in accordance with a prior purchasing habit)

FIG. 4

FIG. 5

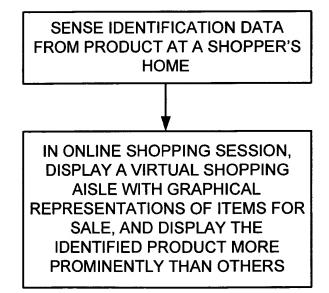


IN ONLINE SHOPPING SESSION WITH VENDOR, IDENTIFY AN ITEM OF POTENTIAL INTEREST TO SHOPPER BY REFERENCE TO SHOPPER'S PRIOR ACTIVITY IN BRICKS & MORTAR STORE (prior activity may be in a store unrelated to the online vendor)

DISPLAY A VIRTUAL SHOPPING
AISLE WITH GRAPHICAL
REPRESENTATIONS OF ITEMS FOR
SALE, AND DISPLAY IDENTIFIED
ITEMS OF POTENTIAL INTEREST
MORE PROMINENTLY THAN
OTHERS

FIG. 6

FIG. 7



PRIOR TO CHECKOUT, COLLECT DATA ABOUT PRODUCTS OF INTEREST DURING SHOPPER'S VISIT TO BRICKS & MORTAR STORE (shopper may not purchase such products; shopper may activate shelf-based sensor to indicate interest in product, or may use a portable sensor device)

USE THE COLLECTED DATA IN A LATER ON-LINE SHOPPING SESSION WITH THE SHOPPER

FIG. 8

FIG. 9